This section was rewritten in its entirety so mark-ups are not shown

Sign Rules of Measurement

10.2.10. Signs

A. **Purpose** This section provides rules of measurement for sign area, height, and number. Graphics are provided to illustrate how the rules of measurement are applied to enable users to better understand sign measurement standards. These graphics are provided as a convenience and do not replace the written rules of measurement.

B. **Applicability** All signs regulated by this Ordinance shall comply with these rules of measurement.

C. **Use of Terms** Where the rules of measurement reference terms such as "legibility", "sign area", "sign copy", "sign face", these terms shall be based on the definitions as provided in Section 10.4 Definitions.

D. **Computation of Sign Height** Sign height shall be computed as follows:

1. The distance from the elevation of the finished grade to the top of the highest component of the sign including supporting or decorative features above the sign copy. Finished grade shall be the grade after construction.

2. The finished grade elevation of a freestanding monument sign shall be measured at the midpoint of the freestanding sign's base.

3. Filling, berming, or mounding for the sole purpose of elevating the sign's finished grade will be counted toward the sign height.

E. **Determination of Numerical Sign Limits** The lot or site to which numerical limits for the permitted number of freestanding signs is applicable under this Ordinance shall be as follows:

1. If a common sign plan has been approved for an area that includes the land on which a freestanding sign will be located, then the common sign plan's numerical limits for permitted freestanding signs shall be applied to the entire area encompassed by the common sign plan; and

2. In all other cases, the numerical limits for permitted freestanding signs shall be the platted lot or other separately owned or leased parcel on which the signs will be located.

F. **Computation of Sign Number and Sign Area for Multiple Frontages** The number and sign area permitted for lots having two or more street frontages shall be computed as follows:

1. For multiple frontage lots, the total number of freestanding signs shall not exceed the total number of freestanding signs allowed per street frontage. When a freestanding sign is placed at the corner of a lot, it shall be counted as one of the lot frontage's allowed freestanding signs. Placement of a sign at the corner shall limit the sign area and height of a freestanding sign permitted on another lot frontage based on the standards in Table 5.7.8.D Freestanding Signs – Maximum Permitted Sign Number, Area and Height (Footnote 1).

2. For multiple frontage lots, the total sign area for attached signs shall be determined by the linear frontage of the principal building facade. For building facades having a primary entrance located at the intersection of two building facades, either building facade may be designated as the principal building facade upon which permitted sign area is computed.

G. **Computation of Sign Area for Single-Faced Signs** The sign area of a single-faced sign shall be computed as follows:

1. Measuring the smallest square, circle, rectangle, triangle, or combination thereof which encompasses the extreme limits of the writing, representation, emblem, or other display;

2. Including in the measurement any material or color forming an integral part of the background of the sign copy or used to differentiate the sign copy from the structure against which it is placed; however this does not include a color used predominantly on the building facade that is not intended solely to call attention to the sign; and,

3. Including any part of the sign structure that is determined to impact the permitted sign area as outlined in Subsection I. Impact of Sign Structure on Permitted Sign Area below.

H. **Computation of Sign Area for Multi-faced Signs** The sign area of a multi-faced sign shall be computed as follows:

1. The sign area shall be computed in the same manner as computing sign area for a single-faced sign for all sign faces visible from any one point.

2. When sign faces on the same structure are placed back-to-back no more than 2 feet apart, and no portion of either sign face is visible from any point at the same time, the sign area shall be computed by measuring the sign area of only one of the sign faces. If the sign faces of a multi-faced sign are of unequal sign area, computation of sign area shall be based on the sign face with the largest sign area.

3. If the sign face on a multi-face sign does not meet the above conditions, all sign area of the sign faces shall be added together to compute the total sign area.

I. **Impact of Sign Structure on Computation of Permitted Sign Area** In computing sign area, the following elements shall be considered part of the sign area and included in the sign area measurement:

1. Any portion of the sign structure that is internally lighted or includes neon, LED or other lighting;

2. Any portion of a wall upon which color or visual features are added to the wall structure that calls attention to the sign. This does not include the supporting wall structure, framework, bracing, or wall area that is clearly incidental to the message itself.

J. **Computation of Linear Feet of Principal Building Facade** For the purposes of computing linear feet of principal building facade, the following shall be used:

1. The linear distance along the principal building facade shall be counted as one building facade, except where the principal building facade is a multiple tenant non-residential building, then the linear feet of each tenant's principal building facade shall be computed separately.

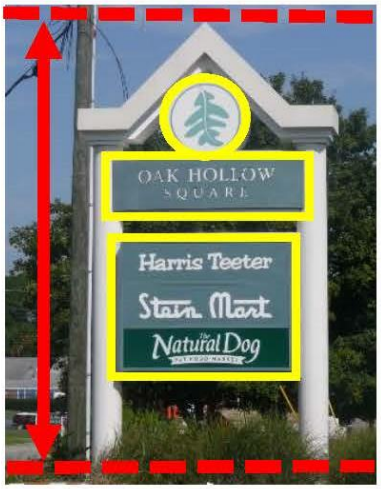
2. The length of the building facade shall be measured from one corner of the building facade to the other corner without regard to building offsets, angled walls or indentations.
3. For multiple tenant buildings, the principal building facade shall be measured from one point of the tenant's principal building facade to the other without regard to building offsets, angled walls or indentations.

K. **Computation of Sign Measurements for Specialty Signs**

1. **Address** For use types other than household living uses, a maximum of 5 square feet of sign area may be devoted to a site's street address exclusive of the permitted sign area computation.
2. **Awning Sign** The sign area permitted on an awning shall be computed based on the total height and width of the viewable portions of the awning face.
3. **Electronic Changeable Copy and Video Signs** The sign area of electronic changeable copy and video signs shall be computed by measuring the height and width of the operating box in which the electronic changeable copy or video sign is situated.
4. **Freestanding Canopy Sign** The sign area permitted on a freestanding canopy sign shall be computed based on the total square footage of the vertical surface of the canopy upon which the sign is placed.

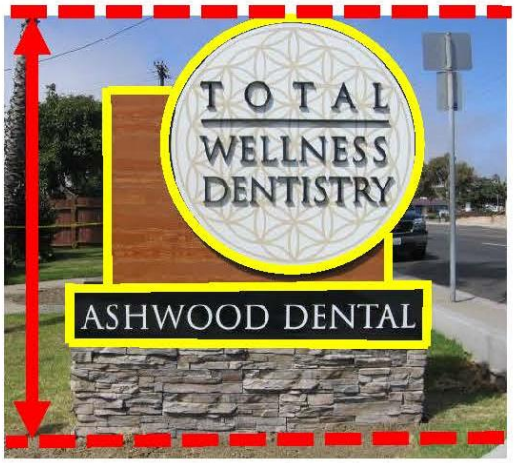
Graphics of Rules of Measurement on Next Pages

Sign Height (RED) & Sign Area (Yellow)

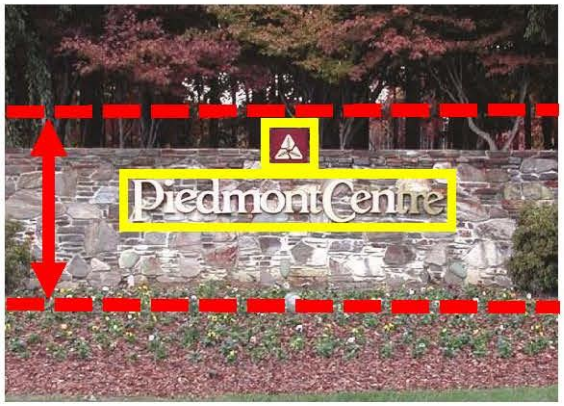


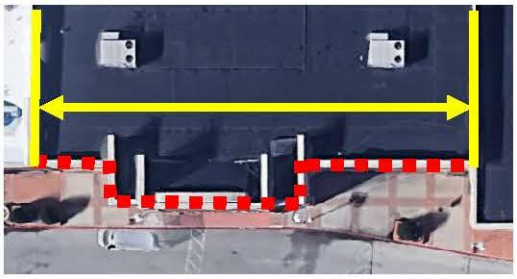
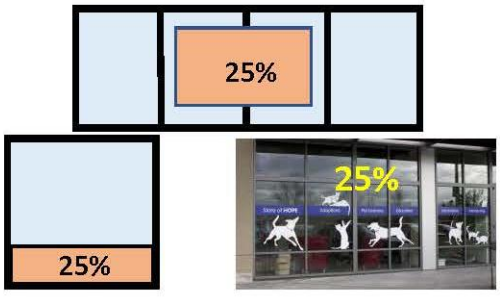
≤ 5 square feet of street address not included in sign area

≤ 5 square feet of street address not included in sign area



Sign Height (RED) & Sign Area (Yellow)



Measurement of Building Facade	Measurement of Sign Area
	
 Attached Wall Sign – based on principal building facade	 **Example:** GB District: 450 LF of bldg. facade, permits 2 sf of attached sign area / LF of bldg. facade (2 x 450'= 900 sf); max sign are permitted = 400 sf
 Multiple Tenant Building – Sign area based on linear feet of tenant's portion of primary building facade	 Linear Feet of Building Facade – Excludes building offsets or other building articulation
 Wall sign area based on width of principal building facade and measuring the smallest square, circle, etc.	 Window signs shall not exceed 25% of any individual window or door, or 25% of all windows & doors

Additional Examples of Rules of Measurements

Electronic sign shall be integrated into the sign face

Electronic sign shall be ≤ 33% of total sign area

Multi-Faced Signs – Sign area computed on sign faces visible from any one point

White background color or blank sign face included in signa area computation

Building color not used to solely call attention to the sign

Background color used to call attention to sign

Awning sign area is computed based on total height and width of viewable portions of the awning face

Awning sign area is computed based on total height and width of viewable portions of the awning face

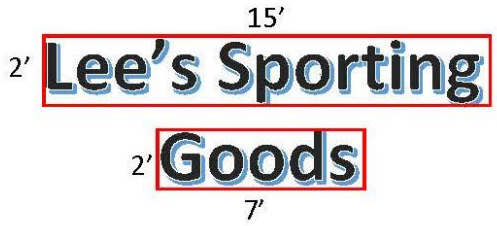
Additional Examples of Rules of Measurements

Finished grade elevation of freestanding sign measured at midpoint of sign base

No part of sign may be closer than 3 feet to a curb or street pavement measured horizontally from curb to sign

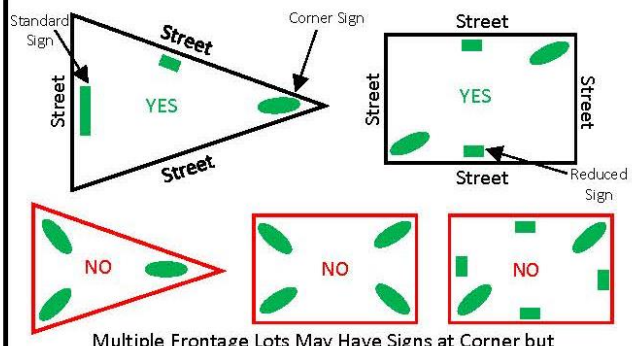
Freestanding Canopy Sign – Limited to 10% of Sign Face and Not Extending Above or Below Horizontal Canopy Edge

Building Canopy Sign – Sign Height Limited to ≤ 2' Above/Below



Square Feet of Building Sign without Background
(2'x15')+(2'x7') = 44 square feet

Square Feet of Building Sign with Background
8'x17' = 136 square feet



Multiple Frontage Lots May Have Signs at Corner but Reduces Sign Size of Another Frontage

Sign Area – Any portion of sign structure internally lighted